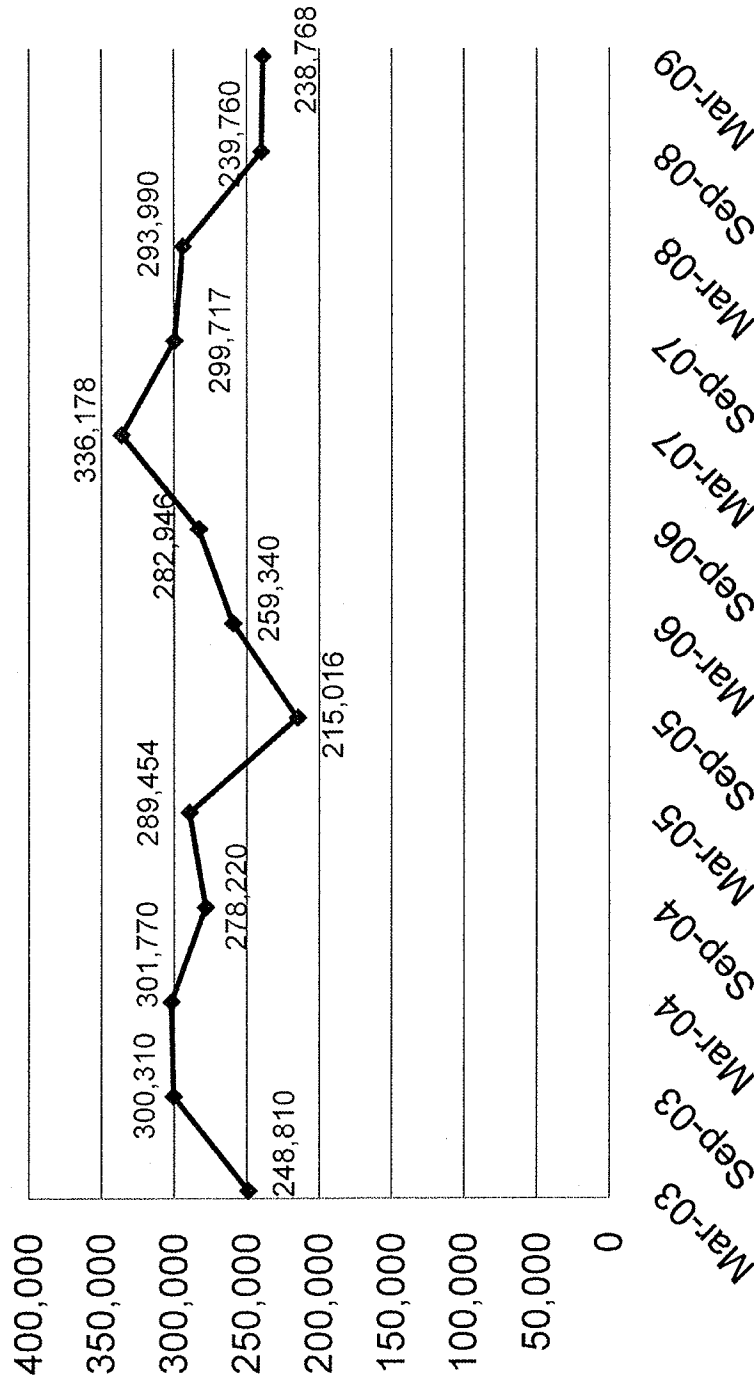


# Exhibit 4

# Hispanic Readers

## Hispanic Readers



Source: Scarborough 2003 (II) – 2009 (II); Base = NY DMA

# New York Post Hispanic Reader Trend

Year	Hispanic Readers	% +/- Change
2003	284,100	
2004	301,040	+6.0%
2005	283,837	-5.7%
2006	259,340	-8.6%
2007	309,562	+19.4%
2008	278,623	-10.0%
2009	239,264	-14.1%

Source: NY Scarborough Report (II) 12 month periods (September-August)

# New York Post NYDMA Readership Trend

Year	Total NY DMA Readership	% Change of NYDMA Readers
2000	1,118,305	-
2001	1,227,850	9.8%
2002	1,677,900	36.7%
2003	1,923,205	14.6%
2004	1,885,305	-2.0%
2005	2,054,419	9.0%
2006	2,061,324	0.3%
2007	1,931,246	-6.3%
2008	1,931,276	0.0%
2009	1,930,337	0.0%
2010	1,666,972	-13.6%

Source: NY Scarborough Report (I) 12 month periods (March - February); Base: NY DMA